



"Consistency today leads to strength tomorrow."

AGE 29
JOB TITLE Tech Lead
STATUS Single
LOCATION Surat

CODING

FITNESS

GAMING

GADGETS

Rohan Mehta

ABOUT

Rohan is a young professional who spends most of his day sitting at a desk. He is aware of the long-term health risks associated with a sedentary lifestyle and wants to improve his overall fitness. Juggling work and personal life, he finds it challenging to prioritize exercise but understands that making small changes now can lead to significant benefits in the future. He enjoys structured plans that fit into his busy schedule, like quick workouts or stretching routines that can be done in between meetings. He's eager to find practical and effective ways to stay active without sacrificing productivity.

GOALS

- Improve overall health and build stamina.
- Maintain an active lifestyle and feel more energetic throughout the day.

PAIN POINTS

- Finds it hard to manage time for workouts.
- Feels apps often lack engaging features, making them boring.

NEEDS

- Prefers pre prepared recipes for convenience.
- Gym workouts and cardio-based routines. Works out every day for short duration.

PERSONALITY





"Every small step adds up to big results."

AGE	21
JOB TITLE	Student
STATUS	Single
LOCATION	LA, USA

DESIGN

BLOGGING

JOURNALISM

PODCASTS

Priya Verma

ABOUT

Priya Verma is a 21-year-old college student pursuing a degree in Digital Media and Communication. Living in a suburban area, she juggles academics, creativity, and personal well-being. Slightly underweight, Priya is focused on improving her health while managing a busy student life. Tech-savvy and creative, she enjoys blogging, sketching, and dancing, often using apps for productivity and wellness. Priya values personalized, flexible plans for diet and fitness, along with mindfulness tips, to stay consistent and balanced. She dreams of inspiring others by sharing her journey to a healthier, more confident self.

GOALS

- improving her mental well-being. She
- values personalized, flexible plans that fit her creative and tech-savvy lifestyle.
- Feel confident and achieve a balanced, healthy lifestyle.

PAIN POINTS

- Feels overwhelmed by rigid plans and lacks time management skills.
- Finds it difficult to follow apps that are overly complicated.

NEEDS

- A tool that simplifies her fitness journey by saving time and effort.
- Seamless integration of diet, workouts, and mental health guidance.

PERSONALITY

